



COTOPAXI TECHNICAL UNIVERSITY

FACULTY OF HUMAN SCIENCES AND EDUCATION

SCIENCES OF THE EDUCATION CAREER, MENTION: ENGLISH MAJOR

RESEARCH PROJECT

**“THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY
TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND
QUILOTOA, AIMED TO LOCAL PEOPLE”**

Research Project submitted prior obtaining the title at Science Bachelor of the Education, mention: English Major.

Author:

Enríquez Moya Marcial Augusto

Director:

PhD. González Ortiz Olga Lorena

Latacunga - Ecuador

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AUTHORSHIP

“I: ENRIQUEZ MOYA MARCIAL AUGUSTO declare to be author of the current Project research “THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILOTOA, AIMED TO LOCAL PEOPLE”, being Ph.D. González Ortiz Olga Lorena the director of the present work; and exempt expressly to the Cotopaxi Technical University and his legal representatives about possible claims or legal actions”.

In addition, I certify that the ideas, concepts, procedures and results emitted in the current research work are of my exclusive responsibility.

.....

ENRÍQUEZ MOYA MARCIAL AUGUSTO

I.D number: 0502035512

PROJECT DIRECTOR'S ENDORSEMENT

I, as the project director of this investigative work about:

“THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILOTOA, AIMED TO LOCAL PEOPLE”, developed by ENRÍQUEZ MOYA MARCIAL AUGUSTO, of The Education Science Career, English mention, consider that this investigative report contains the methodological requirements and the scientific-technical contribution which are enough to be evaluated by The Project Validation Tribunal that the Directive Council of the Faculty of Human Sciences and Education at Cotopaxi Technical University designates, for its corresponding study and qualification.

Latacunga, March 2018

Project Director

Ph.D. González Ortiz Olga Lorena

I.D. 1002377271

APPROVAL OF THE COURT OF TITULATION

We, as members of The Court of lectors approve the current investigative report according to the Statutory decrees emitted by Cotopaxi Technical University and the Faculty of Human Sciences and Education; Therefore, the postulant: ENRÍQUEZ MOYA MARCIAL AUGUSTO, applicant of the English Career, with the project theme: “THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILOTOA, AIMED TO LOCAL PEOPLE” has opportunely considered the emitted recommendations and join the enough merits to be submitted at the Project Defense Act.

For all before exposed, it is authorized to make the respective binding according to the institutional regulations.

Latacunga, March 2018

Constancy signatures

.....
Mg. Nelly Patricia Mena Vargas
I.D. 0501574297
LECTOR 1

.....
Mg. Sonia Jimena Castro Bungacho
I.D. 0501974729
LECTOR 2

.....
Mg. Marcia Janeth Chiluisa Chiluisa
I.D. 0502214307
LECTOR 3

GRATITUDE

I would sincerely like to express my gratitude to God; because of being the best spiritual guide who cares and leads my life ways, and he had always been my principal leader. I also want to thank my family because they supported me with love, patient, taught me the value of working hard and helped me a lot during my career.

Finally, I would also like sending my sincere gratitude to teachers at Cotopaxi Technical University for having shared with me their invaluable knowledge during my career and being always good professional and friends.

Enríquez Moya Marcial Augusto

DEDICATION

I want to dedicate this investigative project to my family, especially, to my wife “Rosa” and my kids “Evelyn and Esteban” who have supported and helped me with wise advices all the time and because of having great patient during the achievement of my career.

To Darwin, my dear brother for giving me wise advices during the course of my career.

And finally, to a special person who is not here yet but I know that she always watches and cares me from the heaven: My dear late grandmother “Delia Tigselema” forever and ever.

Enríquez Moya Marcial Augusto

COTOPAXI TECHNICAL UNIVERSITY
FACULTY OF HUMAN SCIENCES AND EDUCATION
SCIENCES OF THE EDUCATION CAREER, MENTION: ENGLISH MAJOR

TITLE: “THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILOTOA, AIMED TO LOCAL PEOPLE”

Author: Enríquez Moya Marcial Augusto

ABSTRACT

The present research work was carried out in order to know the importance of the English language in the community tourism at the tourist route of Isinliví, Chugchilan and Quilotoa belonging to Cotopaxi province within Sigchos and Pujili cantons; which is focused for the local people since the people of this sector do not speak the English language due to lack of interest, motivation and practical resources that boost the spirit to learn this language. It has been seen that in the last 30 years, the touristic sector has quickly developed in all Ecuador, also in Cotopaxi province, and in special, in this touristic route due to the wonderful landscape and its geographical contrast capturing national and international tourists' attention. For this purpose, it was proposed as an objective: To determine the importance of communicating in the English language with foreign tourists in order to improve the community tourism at the touristic route of Isinlivi, Chugchilan and Quilotoa. So, it was also obtained a lot of information using the descriptive, deductive and inductive methods with data collecting instruments such as: surveys and interviews. The actual information existing in a few historical books, magazines and the technological instruments played an important aspect and even, the researcher's autonomous knowledge took into account and his own experience to reinforce the practical researching and realize the existing problem. Many methodological processes had been used in the Teaching and learning process of the English language but, they have not effectively reached to all educational institutions of this touristic sector and people have downplayed the importance of using this language. So it is advisable to use some strategies and techniques which are supported in this research the same that will help to develop the skills to learn this language. Finally, it is urgent to encourage the interest to learn the English language by means of using practical resources such as: English books and magazines, Audio-visual videos, Media, Internet, foreign volunteers who can work in the educative institutions, the creation a touristic English guide brochure with specific information to promote the community tourism in this zone since local people don't speak English. Otherwise, it's possible to have for many more years the same social and traditional situation in terms of guiding local tourism and it might possibly miss the chance of taking advantages and learning something more about the English culture and this beautiful route.

Key Words: English language, foreign tourists, Community tourism, Touristic route.

UNIVERSIDAD TECNICA DE COTOPAXI

FACULTAD DE CIENCIAS HUMANAS Y EDUCACIÓN
CARRERA DE CIENCIAS DE LA EDUCACIÓN, MENSIÓN INGLÉS

TITULO: “LA IMPORTANCIA DEL IDIOMA INGLÉS IN EL TURISMO COMUNITARIO EN LA RUTA TURÍSTICA DE ISINLIVÍ, CHUGCHILAN Y QUILOTOA, ENFOCADA PARA LA GENTE LOCAL”

Autor: Enríquez Moya Marcial Augusto

RESUMEN

El presente trabajo de investigación se realizó con el fin de conocer la importancia que tiene el idioma Inglés en el turismo comunitario en la ruta turística de Isinliví, Chugchilán y Quilotoa perteneciente a la provincia de Cotopaxi dentro de los cantones Sigchos y Pujilí; la cual va enfocada para la gente local ya que las personas de este sector no hablan el idioma Inglés debido a la falta interés, motivación y recursos prácticos que impulse el ánimo para aprender este idioma. Se ha visto que en los últimos 30 años la actividad turística se ha desarrollado rápidamente en todo el Ecuador, en la provincia de Cotopaxi y en especial en esta ruta turística debido al maravilloso paisaje y su contraste geográfico que captura la atención de turistas nacionales e internacionales. Para dicho propósito se planteó como objetivo: Determinar la importancia de comunicarse en el idioma Inglés con turistas extranjeros a fin de mejorar el turismo comunitario en la ruta turística de Isinliví, Chugchilán y Quilotoa. De esta forma, también se obtuvo mucha información usando los métodos descriptivo, deductivo e inductivo con instrumentos de recolección de datos tales como: encuestas, y entrevistas. La información actual existente en pocos libros históricos, revistas y los instrumentos tecnológicos jugaron un aspecto importante e incluso, se tomó en cuenta el conocimiento autónomo del investigador y su propia experiencia para reforzar la presente investigación y darse cuenta del problema existente. Muchos procesos metodológicos han sido utilizados en el Proceso de Enseñanza y Aprendizaje del idioma Inglés pero no han llegado con efectividad a todas las instituciones educativas de este sector y la gente le ha restado importancia al uso de este idioma. Por lo que es aconsejable usar algunas estrategias y técnicas que están asentadas en esta investigación las mismas que ayudarán a desarrollar las destrezas para aprender este idioma. Finalmente, es urgente incentivar el interés para aprender el Idioma Inglés por medio del uso de recursos prácticos como: libros y Revistas en Inglés, Videos audio-visuales, Medios de comunicación, Internet, voluntarios extranjeros que trabajen en instituciones educativas, la creación de un folleto guía turístico en Inglés con información específica para promover el turismo comunitario en esta zona ya que la gente del sector no hablan Inglés. De lo contrario, es posible tener por muchos años más la misma situación social y tradicional en términos de guianza del turismo local y posiblemente podría perderse la oportunidad de aprovechar y aprender algo más acerca de la cultura Inglesa y esta hermosa ruta.

Palabras claves: El Idioma Inglés, Turistas extranjeros, Turismo comunitario, Ruta turística.

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1. GENERAL INFORMATION

PROJECT TITLE: “THE IMPORTANCE OF THE ENGLISH LANGUAGE IN THE COMMUNITY TOURISM AT THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILOTOA, AIMED TO LOCAL PEOPLE”

Starting date: September 2017

Completion date: March 2018

Place of execution: The touristic route of Insilivi, Chugchilan and Quilotoa communities.

Parishes: Isinlivi, Chugchilan and Quilotoa

Cantons: Sigchos and Pujilí.

Province: Cotopaxi

Zona: 3

Sponsor Faculty: Human and Education Science

Sponsor Career: Sciences of the education career, English mention

Linked research project: Project of the career

WORK TEAM

Project coordinator's information:

Name: PHD. Olga Lorena González Ortiz.

I.D. Number: 1002377271

Address: Latacunga - Cotopaxi - Ecuador

Phone number: 0987698514

E-mail address: olga.gonzalez@utc.edu.ec

Career Director's information:

Name: Mgs. Nelly Patricia Mena Vargas

I.D. Number: 0501574297

Phone number: 0992648917

E-mail address: nelly.mena@utc.edu.ec

Project coordinator:**Name:** Enríquez Moya Marcial Augusto**I.D. Number:** 0502035512**Cellphone:** 0995639632**E-mail:** m.enriquez0273@yahoo.es**Knowledge Area:** Professional axes**Investigation line:** Education and communication for the social and human development**Research sub-lines of the career:** Innovation in the teaching and learning of the English language as a foreign language.**2. PROJECT DESCRIPTION**

Every continent, country, state, provinces, communities, families often have their own culture, beliefs, religion, laws and language which must logically be respected. But those aspects must not be an obstacle to adopt new cultural knowledge that benefit in positive way and strategically the growth of other new civilizations. In special, when a very popular language is acquired to improve the good existing relationship between the English language and Community tourism.

Nowadays, the universal English language is so important that involves our lives and social culture; In addition, it obviously gives people the chance to know and share new cultures by traveling, working or being in contact with foreign people. Like English, Tourism is considered as one of the most relevant and an economic activity that is being improved by all the countries around the world because it is known that this is a new solution to many places and people's difficulties; in special, for our pretty environment.

Ecuador is not an exception in this modern natural activity, taking into account that our country has amazing and beautiful landscapes which offer national and international tourists a great view to enjoy and share a natural potential tourism. One example of this is the touristic route of Isinlivi, Chugchilan and Quilotoa which have been unknown for many years. It has only heard about it in a few books and people's chats, since long time ago many farmers and cattle traders went and back from this place talking about its amazing landscapes which captured national and international tourists' attention for knowing and investigating this area.

For this reason, the English Language is considered as a very important tool in this sector which permits people to communicate with foreign visitors in this touristic environment, in special for those who are involved in acquiring great experiences in widening their knowledge range and culture by means of tourism as a great activity that lets transforming our lives and country.

It is a short introduction in the same that it is possible to realize easily the main problem existing in this touristic zone. Local people don't speak English and either students in school and High school due to there is not a good system, methods, strategies and techniques that let to improve the English language and stimulate these people to talk to international tourists, taking into account that this is a touristic sector; however, it is possible to see the effective and positive impact that English language and community tourism give people to improve as their lives as the natural environment.

In this way, the current research is dedicated to all those people who always want to develop by their own caring the spiritual knowledge of our great natural touristic heritage and improving the use of the English language like a second mother tongue in our country and also in this touristic route of Isinlivi, Chugchilan and Quilotoa as an important aspect of the Ecuadorean culture.

3. JUSTIFICATION

The English language is nowadays the most important and universal language around the world for business, work and travel. Many countries and people use this language as a mother tongue and even the European community has adopted this one as the second mother tongue. Since more than 60 years, English language became one of the most popular languages in the world after the Second World War. Ecuador is not an exception in this process of adopting and learning English. In the last 30 years, all Ecuadorian people were interested in learning it. There were many optional systems to do it; and now, we are part of the universal English language.

It is well known the importance of the English language in the touristic sector around the planet. Ecuador is not out of this matter because it is a touristic country protecting in almost 40 % of its territory with 51 protected natural areas. Above all, it is known that Ecuador is an

amazing and nice country aside from having four natural regions to enjoy for a whole life, and in Cotopaxi province there are similar beautiful landscapes open for national and international tourists, and let a great social development by means of a sustainable tourism.

That's why this research submitted in order to develop the interest of learning the English Language creating and using new and practical resources to give clearer information in this route which crosses through Isinlivi, Chugchilan and Quilotoa due to the increment of tourism in this touristic zone and the development of its bordering communities with the necessity of using the English language to improve their cultural and economic situation.

This research has many facilities to be carried out. It is feasible for doing it. So that there are essential aspects such as: the enough time to do it, the own economic stability for those who will do it, the main means to research, the area knowledge and its people. Therefore, it is believed that with the support of the Technical University of Cotopaxi will finally get to reach the main purpose in this current researching.

4. BENEFICIARIES OF THE PROJECT

It will take into account the main three communities which are involved in this current project (Isinlivi, Chugchilan and Quilotoa). In addition, the small neighborhoods, educative institutions and families who live in the surrounding areas. The current project will benefit a whole of 11.789 beneficiaries. To do an example of this project, it was taken a stratum of 40 people; who answered surveys and interviews of this investigating work and helped to achieve this current research.

5. PROBLEM STATEMENT

The current research is going to be developed, taking into account the advantages and disadvantages, the productive and economic development that the English language and local tourism have in order to help and improve the real situation that exists in this area and its surrounded communities before mentioned at the touristic route of Isinlivi, Chugchilan and Quilotoa. It is known that the English language is not well developed over here due to the lacks of motivation and practical resources which obviously help this people to learn and speak the universal English language.

To keep on working in this research, it was possible to take into account aboriginal people's help, the history about their communities, traditions, customs, religion, gastronomy, beliefs, etc. The researcher's practical investigation helped a lot for his autonomous knowledge, the easiness of transportation that exists nowadays to get to these areas and the comfortable lodges existing over there. It is the practical contribution which is possible to count on.

As it has said before there is not a good system to learn English and a specific touristic guide brochure that help local people to guide in a better and positive way to all national and international tourists who are concerned for knowing and exploring this wonderful area. People who live over there just know the traditional things, flora and fauna, the common animals but they are not able to give tourists a real and trustworthy explanation that satisfies the tourist's interest due to they don't speak English.

There are many social relevancies, so this current project is going to be developed in a wonderful Andean area benefiting these three indigenous communities which are nowadays developing their community tourism, creating hostels, hotels, restaurants, crafting shops and so on. So, it is possible to see certainly the necessity of learning the language English due to the growth of tourism and the benefits for local people and others who are concerned in the touristic place.

6. OBJECTIVES

General Objective

To determine the importance of communicating in the English language with foreign tourists in order to improve the community tourism at the touristic route of Isinlivi, Chugchilan and Quilotoa.

Specific Objectives

- To analyze the Basic English language at the touristic route of Isinlivi, Chugchilán and Quilotoa.
- To distinguish the importance of the English language in the development of the community tourism.

- To determine the relationship between the English language and the Community tourism in this touristic route.

7. ACTIVITIES AND TASK SYSTEMS RELATED TO THE SUBMITTED OBJECTIVES.

| Objetives | Activities | Result of the activities | Verification of means |
|---|--|---|---|
| To analyze the Basic English language in the touristic route of Isinlivi, Chugchilán and Quilotoa. | Bibliographical revision of books and scientific articles. Selection and analysis of contents. | Describing the influences of the English language in the touristic route of Isinlivi, Chugchilan and Quillotoa. | Bibliographical review Theoretical foundation Media |
| To distinguish the importance of the English language in the development of the community tourism. | Instrument design of data collecting. Application of data instruments to Teachers, tourists, local people and guides. | Defining the knowledge level of the English language in this touristic route and its communities. | Tables Graphics Analysis and discussion. |
| To determine the relationship between the English language and the Community tourism in this touristic route. | Tabulation and representation of data. Analysis and discussion of results. | To know the acceptance level of the English language in order to solve the touristic guiding problems. | Conclusions and Recommendations |

8. SCIENTIFIC AND TECHNICAL FOUNDATION

8.1 THE ENGLISH AS THE UNIVERSAL LANGUAGE

8.1.1 History of the English language

Certainly for most of people, it is unknown how people could often communicate one each other in the past when they joined for trading, Olympic game, ceremonies and more special meetings; because there were many several countries and communities whose people spoke different languages and it was so difficult to understand the way of communicating among them.

The history of the English language really started with the arrival of three Germanic tribes who invaded Britain during the 5th century AD. These tribes, the Angles, the Saxons and the Jutes, crossed the North Sea from what today is Denmark and northern Germany. At that time the inhabitants of Britain spoke a Celtic language. But most of the Celtic speakers were pushed west and north by the invaders - mainly into what is now Wales, Scotland and Ireland. The Angles came from "Englaland" [*sic*] and their language was called "Englisc" - from which the words "England" and "English" are derived.

According to the testimonies and history, all people in the past used to speak the most popular languages such as: Greek, Latin, French, Arabic, Kichwa, Mandarin, and so on; aside from speaking their own local languages, depending on the empires, clergies and kingdom where they lived or in case of being dominated. It might obviously say that they were imposed languages for those persons by their conquerors.

8.1.2 The current modern English

It was only in the past century (20th century) that the English language reached its maximum popularity after Latin and French that dominated the five latter centuries and, because of falling the clergy and the advance of the science, they started losing their star position. So, after the second world war, in 1945, the English language took part as the most important and universal language in the world for the development of the technology, computing and science making of The United States of America one of the most powerful and popular country which achieved to stop the Second World War.

Today, American English is more popular than the original English from England (British English), it is particularly influential, due to the USA's dominance of cinema, television, popular music, trade and technology (including the Internet). But there are many other varieties of English around the world, including for example Australian English, New Zealand English, Canadian English, South African English, Indian English and Caribbean English which clearly have their own accents and include new and different vocabulary.

In this way, English is without doubt the most popular language around the world because all the technological and scientific information is written in English. For that reason, it is so necessary to learn and know this universal language; in special in the tourism for communicating and sharing the native or different cultures with foreign people in order to give true information about some amazing landscapes existing in the planet.

8.1.3 Travel and Business

Besides, by means of an important language as English, it's possible to travel and know different countries, cultures, traditions, landscapes and endemic areas which, aside from giving the beauty of the nature, also allow us to share and appreciate new teaching and learning processes around the world. Therefore, it is able to assure the importance of the English language has for all people and why it's too necessary to learn it through the tourism.

English skills will also help in any business venture that one chooses to follow. If somebody visits some offices, companies, governmental organizations, or even engineering companies, it will see the importance of using English. Big companies hire their professional staff after getting to know whether the people they are hiring are good at English or not. Companies which want to function at an international level only consider their staff well educated if they are good English speakers, writers, and readers.

8.2 THE ENGLISH LANGUAGE IN ECUADOR

8.2.1 The importance of the English language in Ecuador

Nowadays, English is really important in Ecuador. Many people want to learn it. Most Schools, High schools and Universities have implanted new methods, strategies and are using new practical resources to improve their teaching – learning English system. Even though, it is so necessary to carry out a long process to acquire a good performance in the study of this

language, but most people are afraid at the moment of speaking because they don't have a reliable discipline to learn and speak this language.

Many Ecuadorian people use English in their jobs. For example, An English teacher needs to know very well to prepare his pupils in this language, a tourist guide needs English to talk to foreign tourists. Engineers need English in their work, they have to read manuals in English, they write reports in English and they also exchange letters with foreign people. Many secretaries write and read documents and letters in English. Some business people travel to other countries. They use English to buy and sell things. Many doctors use English in their jobs. They read medical books in English.

No doubt, for most young people and children result very easy to learn English for their early age and the pleasure of doing it. But, for a touristic guide it is very important to know this universal language due to it is the most popular language spoken by all international visitors and a way to acquire and share positive experiences with foreign cultures in the world.

8.2.3 Three reasons to teach and learn English in Ecuador

1) The People

The people in Ecuador are wonderful in so many ways. Although quiet and slow to open up to outsiders, they are genuine, down to earth and easy-going folks. Like everywhere, Ecuadorians may not be as friendly in the largest city of Quito, but the rest of the country is populated by chill and hospitable souls. Even the taxi and bus drivers are pretty nice. Especially compared to those psychopaths in Argentina!

2) The food

Food always seems to be orbiting around the center of the universe. But hey, experiencing the cuisine is one of the best aspects of living or traveling to another country. The food in Ecuador is not only excellent, but there are an abundance of cheap cafes and markets that serve a variety of soups, meats, rice dishes and sandwiches. So if someone is teaching on a budget or just really cheap, head down to any local market and it is possible to eat good for about 2\$! Well, maybe \$2.50 now with inflation.

3) Outdoor Activities in Ecuador

If someone is a nature lover, then he/she will quickly fall in love with this country. There are an abundance of green, majestic mountains that seem to touch the sky, mystical volcanoes, meandering rivers, the Rainforest and beautiful beaches on the Pacific coast. Best of all, it is easy for one living in a large city like Quito to hop on a bus during the weekend and spend a couple of days hiking, rafting, climbing, surfing or just about anything one can imagine doing outdoors.

<https://jimmysl.com/reasons-teach-english-ecuador/>

Talking about these amazing activities that it is possible to do in Ecuador, one can obviously realize that there are many opportunities to live and survive in our country. The people, the food, the cost of living, English teaching jobs and outdoor activities are the main five reasons to make contact with foreign tourists, show them our nice country and learn the English language considering it as a practical tool of communicating and increasing our cultural level of knowledge in order to improve the touristic services and our English level.

8.3 TOURISM IN ECUADOR

8.3.1 Historical development of tourism in Ecuador

Considered by many people around the world; Ecuador is one of the best countries to offer national and international tourists the most beautiful landscapes for their relaxation and fascination. The richness of this country lies in its natural and historical cultural diversity. Ecuador has four diverse and unique regions: Galapagos Islands, Highland Andes, the Coast, and the Amazon Rainforest; which amaze local and foreign people for its variety of nature.

According to the scientific book (1998) “Introduction to the tourism” published by the World Tourism Organization (WTO) expresses about tourism:

The Ministry of Information and Tourism was created on August 10, 1992, at the beginning of the government of Sixto Duran Ballen who viewed tourism as a key activity for the people's economic and social development. With the growth of the tourism sector in June 1994, it was decided to separate tourism information, to devote exclusively to promote and strengthen this activity.

As a result of creating many laws to improve the touristic field in our country; many touristic entities were also created for controlling and supporting the growth of tourism. For example, one of this is the most famous tourism agency “Ecuadorian tour” created in 1950 which impelled this activity in the country aside from cheering to other touristic companies to participate and stimulate the touristic power of Ecuador. Nowadays, national and international institutions such as: The Tourism Ministry, The Environmental Ministry, World Tourism Organization, Lonely Planet and more are responsible for regulating the existing problems in the tourist field.

On the one hand; the diversity of the four regions has given rise of hundreds of thousands of species of flora and fauna and the warmth of its people has made this country to have a great tourism as a way to progress and develop in the nearly future. It also offers historical attractions such as the historical center of Quito, and a variety of cultures and traditions. But, on the other hand it is very important to receive the support of the national and international authorities involved in the touristic field who must obligatorily create new laws to regulate the development of the Ecuadorian tourism.

This is Ecuador magazine April (2012) says:

There are about 1640 kinds of birds. The species of butterflies line the 4,500, 345 reptiles, 358 amphibians and 258 mammals, among others. Not surprisingly, Ecuador is considered one of the 17 countries where it is concentrated the greatest biodiversity on the planet, and is the largest country in the world biodiversity per km². Most of its fauna and flora living in 26 areas protected by the state. (. Page 6.)

It is possible to include more information about it but, it’s considered that to describe about what Ecuador is with all its natural treasures; it’s enough what there is in the current moment. That’s why Ecuador is among 17 mega-diverse countries, alongside the United States, China, Australia, Brazil and Mexico. It has 9.2 species per km², it occupies the first place in the world in regards to species per area. It shows the greatest country what Ecuador is to develop and live forever.

8.3.2 Etymology and tourism concept

To talk about the etymological definition of tourism suggests thinking in the old ages for more than two or three thousand ago, when people were traveling long distances to visit friends, families, relatives, or to attend a social event invites or forced by the empire, wars,

colonizers, the clergy or natural disasters. Normally, they used to do this journey by feet or riding on domestic animals.

Theobald (1994) suggested that:

Etymologically, the word *tour* is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix *-ism* is defined as 'an action or process; typical behavior or quality', while the suffix, *-ist* denotes 'one that performs a given action'. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

<https://hoteles.pcweb.info/2017/09/etimologia-de-turismo-raiz-origen-palabra.html>

The concept of tourism might be studied from the diversity of perspectives and disciplines, due to the complex problems of the relationships among its elements that conforms it.

According to the scientific book (1998) "Introduction to the tourism" published by the World Tourism Organization (WTO) expresses about tourism: "Tourism involves the activities that people do during their trips and stay in different places to their habitual environment, for a period of consecutive time lower to a year with leisure targets, business and others" (page 44).

Beyond enunciating a simple concept about what tourism is, it is attempted to define this subject as a theory that lets people to travel in order to know, study, relax, research, do business, health care, moving from their original residence to other places for a period of a month as far as a year and, at the same time enjoying the touristic attractions that these spectacular sites offer for people's fascination.

This is a wide and flexible definition accepted by most countries around the world with statistic targets and planning, it is possible to point out three essential concepts:

- The trip to other places out of the habitual environment,
- The travelers' motivation, and
- The activities which are developed in the touristic destination.

8.4 THE ENGLISH LANGUAGE IN THE TOURISTIC ROUTE OF ISINLIVI, CHUGCHILAN AND QUILTOA.

Speaking about the importance that the English language has, relating on tourism with today world and its people's future vision for travelling, working and doing business and so on is too clear. It is not very difficult to realize that nowadays, both need one each other to communicate and relate human beings with their own natural activities; obtaining for them the best of the benefits, pleasures and the respect for the environment.

There is the same urgent necessity at the touristic route of Isinlivi, Chugchilan and Quilotoa for developing the interest to learn English and people obviously accept it as a second language like in European countries. This is possible if local people become aware of the lack of motivation and practical resources which allow this people innovate their current knowledge through English language.

8.4.1 A short history of this touristic route

This beautiful area has been unknown for many years. It has only heard about it in a few books and people's chats, since long time ago, many farmers and cattle traders went and back from these places talking about their amazing landscapes which captured national and international tourists' attention for knowing and investigating this route.

This is located in The Illinizas ecological reserve on the western Andean mountains among the communities of Isinlivi, Chugchilán de Moreta and Quilotoa. It has an altitude between 2600 and 3900 meters above sea level and an overage temperature between 8 and 18 °C and sometimes with extreme temperature from 0 and 26 °C depending on the weather and the year seasons.

Cotopaxi Magazine. Culture and tourism from the people 's heart (Cotopaxi, Tungurahua, Los Ríos and Pichincha. Pg. 28) expresses:

Illinizas Ecological Reserve is also referred to as Illinizas National Park. It has a 149 900 hectares of protected area in the provinces of Cotopaxi and Pichincha. It lies just 55 km from Quito and this makes it a very popular tourist destination. It is known for its beautiful cloud forest, canyons and the Laguna Quilotoa. Those who enjoy hiking and mountain climbing should definitely head off to Illinizas ecological Reserve, which is suitable for all levels of hikers and climbers.

Also located in the park are the remains of ancient civilizations who have spoken Kichwa and other local languages for many years. The region of Illinizas has many areas (Including: Isinlivi, Chugchilan and Quilotoa lagoon) that are difficult to reach in some areas and easy for most of them. Over here, local people speak Spanish and Kichwa but not English because it is not our national and official language. They must undoubtedly adopt it due to they have this touristic area.

Furthermore doing a simple researching; it is tried to develop the Basic English language in schools, High schools, hostels, hotels and restaurants in these three communities to improve the social culture and the economic stability; aside from showing and promoting the local tourism. As it is possible to see, it is the scientific novelty, therefore, if this project is finally carried out, it will get to have in the future; an original touristic English guide brochure with specific information, since there haven't been any others.

8.4.2 Three classic strategies for learning English

Our recent info graphic showed the benefits to the brain that learning a language can have, while this article showed how to optimize your brain's ability to learn by ensuring one gets enough exercise, sleep and, rather surprisingly, laughter! But what are the best ways to actually go about learning English?

Learning a language is markedly different to memorizing historical facts or a complicated mathematics problem. As a result, one may need to experiment to find which of the following tips work to improve the English learning.

Talk it out

You're never going to get better at speaking English unless you practice using it. If you have a colleague, friend or family member who already speaks the language fluently, ask them to help you. This gives you the opportunity to hear how words and phrases should be spoken. Additionally, if you trip up on the pronunciation of something, then a study buddy can help one with these problems.

Write it down

Whether you're commuting on the bus or train, or watching television with your family, try to note down any words you're unfamiliar with or have a question about. Keep a notebook to

hand so that you can easily write these things down. During your next study session, make a point of reviewing these words and phrases and try to memorize the definitions.

Take your time

When you're learning something new, it's easy to get frustrated if you think you aren't progressing quickly enough. Don't worry, just take your time because the English language isn't something you can learn overnight. Allow yourself to move past a difficult vocabulary lesson rather than getting annoyed with yourself. While you'll have to return to it later, you may find it easier the second time around.

The more you're exposed to English, the more your skills will improve. Don't be afraid to ask someone to repeat themselves or if they ask you a question that you don't understand, to explain that you're learning the language. Listen for words that you know and try to work out what's being said, based on the context: these situations can provide the best learning experiences.

(<https://www.english.com/blog/3-classic-strategies-learning-english>)

Logically, related to the tourism; the English language as one of the main and universal language is also considered as a study object due to its importance to communicate and understand with foreign people in this touristic route and for many high study purposes. Therefore, the current research will provide all people interested in this touristic place an easy way to get wide their English knowledge in the guiding aspect developing new strategies, methods and techniques which help teachers, students and local people to learn and speak English.

8.4.3 Seven techniques to learn English

It is obviously necessary to understand what a Teaching-learning technique is. Finally, in relation to the concept of technique, it is considered as a didactic procedure that lends itself to help to carry out a part of the learning that is pursued with the strategy, and includes the acquisition of skills and knowledge.

Take a look at seven key techniques that can boost the learning of the English language.

Immersion

Immersion is one common way to help boost learning of all kinds, but it seems to work particularly well for languages, by situating the student in a context, away from the classroom, where they are instead embedded in an environment where the studied language is spoken.

Taking a holiday doesn't quite count, but travelling to the UK, say, for an internship or a short course is ideal – giving one the chance to listen and learn on the job, being surrounded by the language in its natural (not classroom) context every day.

Distributed practice

Distributed practice, a new term for something that has been done for a long time, is essentially doing the learning 'little and often'. Studies have shown that marathon cramming or over-consumption of learning material in a short space of time is not productive for long-term learning, as the information does not reach sufficiently deep parts of the brain.

Instead of dedicating one day a week to the English studies, better to do half an hour every day: this technique of spreading the practice over a period of time, broken into small chunks, is more likely to reap results. Tests found that the longer someone wants the information to remain, the longer the intervals should be; so when it comes to reviewing large chunks of work, take your time!

Practice tests

A recent academic study from the United States found that practice testing is also a great way to improve the learning. Why? Not to raise stress levels, but because practice tests ask an activity of the brain which is different from when someone is simply absorbing information – it challenges the brain's ability to recall and dig up information previously stored and put it together creatively.

One can practice by completing units in his courseware, or set himself a task of practicing the vocabulary he has learned each week by writing a small text without consulting any of his materials.

Social learning

This is excellent for those wishing to improve their conversation skills and get a sense of culture. Learning through making friends and doing can be some of the best techniques to follow if someone has a love for meeting new people and best pick up a skill by copying and adapting.

Try to find a social situation – or friend – in which one will need to practice the English language, for example join one of our Group Classes. This kind of learning allows people to listen and copy sounds and language structures.

Flash cards

The psychological education study found that flash cards, as another mode of practice testing, were an effective learning method for most types of study. Flash cards – which someone can find as part of his online course – are there to ‘jog’ that the memory and get someone thinking, digging up that information that’s been stored in the brain by the distributed practice.

Implicit learning

Implicit learning is very common, yet has often not been recognized, so a common term for it is yet to emerge. Implicit, or invisible learning, is concerned with the part of the brain which absorbs actions and information unconsciously. This article in TIME magazine explains:

“In a study published earlier this year, for example, researchers at the University of Illinois at Chicago reported that people learning a new language showed “native-like language processing” on brain scans when they received implicit training (immersion in the speech of a variety of different speakers), but not when they received explicit training (instruction focused on the grammar of the language).

So learning by simply surrounding oneself with a language – that includes immersion as it was mentioned, travel, or listening to English language radio, could really help.

Abundance of information

Studies have also shown that this kind of learning, where the unconscious mind and body absorb actions and languages quickly and deeply, happens effectively in situations where there is an abundance of information. For instance, concentrating on one word or grammar

phrase may not much help; but listening to music, radio and films in the English language, as well as reading material, or being surrounded by natives, will allow people to absorb sounds and information without realizing it.

(<https://englishlive.ef.com/blog/study-tips/7-learning-techniques-can-use-improve-english/>)

These techniques are advisable for teachers and students and all kind of people who wish to start learning English and raise their knowledge of a foreign language. The seven outstanding techniques for learning English have been put in place and it is expected that these techniques will help people from the touristic route of Isinlivi, Chugchilan and Quilotoa to develop and improve this language.

It is included one more technique by the researcher, based on his own experience to learn languages.

Imitation

Nowadays, it is often found many techniques to learn English; but, there is one in special that help a lot when learning a language. It is the imitation. One can surely hear conversations in English, music, reports on television, radio, internet, and Audio-visual tools and it is able to repeat this activity several times until the English message is immersed in the brain and remember it easily. That is the way how babies in early age learn their native language spoken at home, community or country, and it is advisable to take and adopt this technique when someone wishes learning another language and in special English.

8.5 COMMUNITY AND SUSTAINABLE TOURISM

8.5.1 Community Tourism

Community tourism is characterized in that a considerable portion of the control and the benefits are held by members of local communities. Community Tourism emerges as an economic alternative for rural communities, indigenous and "mestizo" or a country's own to generate additional income to the daily economic activities and defend the value of local natural and cultural resources.

An article of Cotopaxi Magazine, Tourism and Culture, Page 3, expresses:

It is considered a tourist typology belonging to the mode of the current Living Tourism and Alternative Tourism. It is characterized by the authenticity of tourism, allowing tourists to

share and discover deep traditions, customs and habits of a particular ethnic group or people. It differs from the rural tourism and Ethno-tourism in the sense that part of the profits generated by tourism activities are reinvested in plans and programs.

It might surely define the community tourism as an alternative solution for those countries, states, communities which seek to improve the socio-cultural relationship existing between local people and international tourists who want to know and share the habits and traditional customs as well as the ancestral knowledge of their communities and their people. In addition, it is possible to take advantages of these events by sharing with another foreign culture and reinforce our knowledge about what community tourism is.

Normally, the tourist lives with members of the community, on the grounds that the appeal lies in its participation actively in the customs and habits of community life, enjoying his ethnography and natural cultural heritage.

Axes

The axes of development which emphasize on community tourism are:

1. Organization: consolidation, mediation, conflict resolution and the fabric of organizational structures in communities, organizations or community tourism ventures.
2. Culture: assessing, awareness, rescue and preserve cultural expressions of communities and community members with respect to its territory.
3. Environment: training, conservation and natural resource management, which uses community-based tourism to offer tourism products, and the fight in the recovery of the communal lands for proper management by communities.
4. Economy: dynamic, model integration and strengthening of social economy engine community tourism ventures.

(<http://www.tourismconcern.org.uk/community-tourism.html>).

Undoubtedly, the axes of community tourism help people to become aware of the value of the environment and the benefits that this gives for a better social development. It is defined as the community's relationship with visitors from an intercultural perspective, with joining participation of its members, ensuring the proper management of natural resources, valuation of its Heritage, cultural and territorial rights of Nationalities and People, for the equitable sharing of the benefits.

8.5.2 Sustainable Tourism

It is a form of tourism that follows the principles of sustainability. Sustainable tourism in its purest sense is an industry committed to make a low impact on the environment and local culture, while helping to generate income and employment for local people.

According to the World Tourism Organization (WTO), based on the definition of sustainable development established by the Brundtland Report states says:

Sustainable tourism development meets the needs of tourists and host regions present, while protecting and enhancing opportunities for the future. It focuses on the management of all resources in ways that meet all the economic, social and aesthetic needs, while respecting the cultural integrity, ecological processes, biodiversity and support systems of life.

These features make sustainable tourism a tool for local economic development strategy. On the one hand, tourism is a great opportunity in some areas like the touristic route of Isinlivi, Chugchilan and Quilotoa where there are other small economic activities such as: Farming, Building, painting and so on. But, on the other hand sustainable tourism is an effective way to improve and control the social relation between local people, foreign tourists and the natural environment.

Sustainable tourism development strategy

According to the WTO, the principles that define sustainable tourism are:

- The natural and cultural resources are conserved for continuous use in the future, while paying dividends;
 - Tourism development is planned and managed so as not to cause serious environmental or socio-cultural problems;
 - The environmental quality is maintained and improved;
 - It seeks to maintain a high level of visitor satisfaction and destination retains its prestige and commercial potential, and.
 - The benefits of tourism are spread widely throughout society”
- (Cotopaxi magazine. Page 56. 2012)

These strategies are intended to conserve and protect the environment as well as its inhabitants and improving their cultural aspect and economy. Adding another principle it is possible to say that Sustainable tourism preserves the tourist attractions for a future generation

that is aware of taking care of them forever and that practices a good philosophy with the environment, taking only what one needs and contributing what one can. It means, respect for the human being and the planet.

8.5.3 Touristic services

Nearly all people emphasize the importance of tourism, especially in terms of its contribution to employment and generating foreign exchange. Typically one of the most dynamic economic sectors related to tourism are the touristic services. They are understood with Intensive labor, with numerous links to other major segments of the economy and for the benefit of the local communities.

According to the WTO (World Tourism Organization) in its book “introducction to tourism” a shot article defines the touristic services like:

Tourism and travel-related services includes services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services. One of the most crucial aspects of international tourism is the cross-border movement of consumers. This permits even unskilled workers in remote areas to become services exporters — for instance, by selling craft items, performing in cultural shows, or working in a tourism lodge.

In general, one part of the touristic service sector offers more opportunities for the emergence of local companies. Keep in mind that even in more developed countries, this sector is mainly composed of basic services controlled by common persons. And despite of being a sector that requires large investments in infrastructure and equipment, also uses intensive labor and therefore offers many job opportunities and business for women and man. It is also advised to take into account the relationship that the English language has in this touristic sector to improve the services and people´s culture.

9. SCIENTIFIC QUESTIONS

- Is it vital to analyze the Basic English language at the touristic route of Isinlivi, Chugchilán and Quilotoa?
- Can the importance of the English language in the development of the community tourism be distinguished?
- Is it possible to determine the relationship between the English language and the Community tourism in this touristic route?

10. METHODOLOGICAL DESIGN

Descriptive method

Also known as statistical research, describes data and characteristics about the population or phenomenon being studied.

The description of many positive and negative aspects were described in this current research to explain how people and the territory are like in this area and used for frequencies, averages and other statistical calculations to improve the reality of this touristic zone of Isinlivi, Chugchilan and Quilotoa. Often the best approach, prior to writing descriptive research was to conduct a survey and interview investigation and know well the real situation of these three communities over here.

Deductive Method

Also called **deductive logic**, is the process of reasoning from one or more general statements regarding what is known to reach a logically certain conclusion. Deductive reasoning involves using given true premises to reach a conclusion that is also true.

A big problem of this touristic place is the lack of a good English system to adapt to the reality of this zone and improve as the Teaching-learning process as the community tourism and develop a positive habit toward the English culture. The deductive reasoning method was applied in this investigation to prove this affirmation which is an innocent harm the same that can often last a long time if someone doesn't do something to improve this problem.

Inductive Method

The philosophical definition of inductive method or reasoning is much more nuance than simple progression from particular/individual instances to broader generalizations. Rather, the premises of an inductive logical argument indicate some degree of support (inductive probability) for the conclusion but do not entail it.

In this research, it was applied this method to investigate in a fine way and give possible solution to some problems such as: The lack of motivation for indigenous people to speak English since they are a little timid and shy to talk to foreigners; New practical resources to improve the teaching – learning process within the educative sector in this area and The benefit that the community tourism often has to develop this amazing touristic route.

11. ANALYSIS AND DATA INTERPRETATION

11.1. SURVEY ADDRESSED TO LOCAL PEOPLE, TOURISTS AND GUIDES.

1. Do you consider that the English language is able to develop the social-cultural aspect of a country or a specific area?

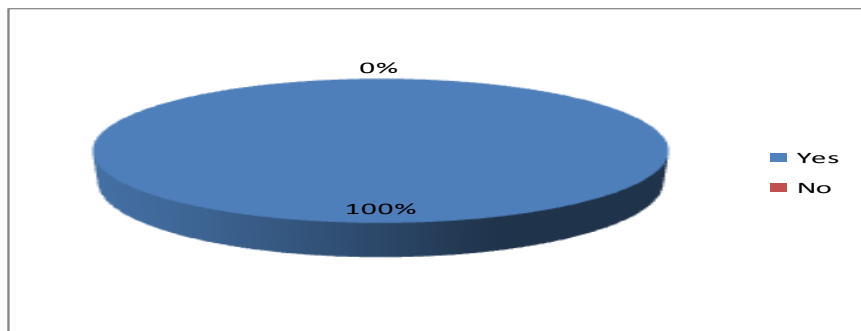
Table 1: Social-cultural English language

| Option | Frequency | Percentage |
|--------------|-----------|------------|
| Yes | 40 | 100% |
| No | 0 | 0.00% |
| Total | 40 | 100% |

Source: Local people, foreign and local tourists and guides.

Elaborated by: The Researcher

Graphic 1: Social-cultural English language.



Source: Local people, foreign and local tourists and guides.

Elaborated by: The Researcher

In this question 40 people who represent 100% answered YES against NO that obtains 0% in this survey.

With this result, it is possible to say that all people who participated in this survey agreed that the English language and the community tourism can help to develop a country or a specific area which has a touristic attraction and taking into account that the English language is the universal language to communicate and travel around the world.

2. What is your favorite place to enjoy best in Ecuador?

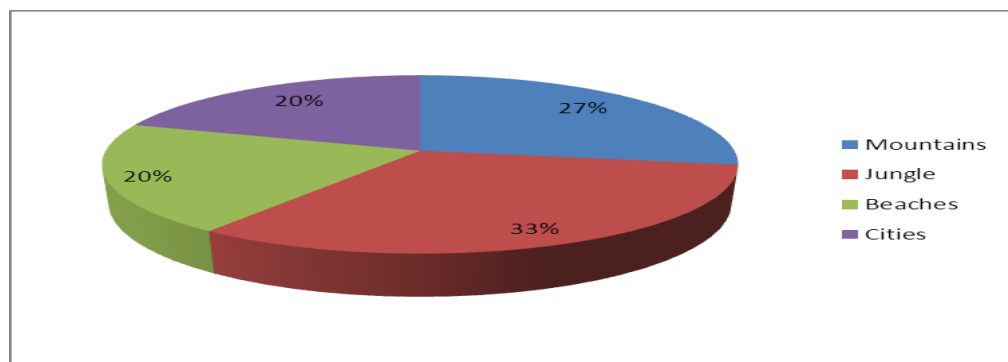
Table 2: Favorite place

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Mountains | 11 | 27% |
| Jungle | 13 | 33% |
| Beaches | 8 | 20% |
| Cities | 8 | 20% |
| Total | 40 | 100% |

Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

Graphic 2: Favorite place



Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

In the second question it is possible to see so clear that 11 people that mean 27% chose mountains as the best place to enjoy vacation, 13 people who represent 33% decided the jungle, 8 people that presents 20% selected beaches and finally 8 people who represent 20% chose cities.

In this case it is very clear to see that national and international tourists prefer visiting jungle followed by mountains, beaches and cities, showing like this the big interest for knowing and experiencing the exiting life that develop on Ecuadorian Andean mountains and jungle, with its indigenous people and their culture; which will give the country and its people a better opportunity to live on base of tourism.

3. Do you think that the use of the English language will help to develop the tourism in an area as Isinlivi, Chugchilan and Quilotoa?

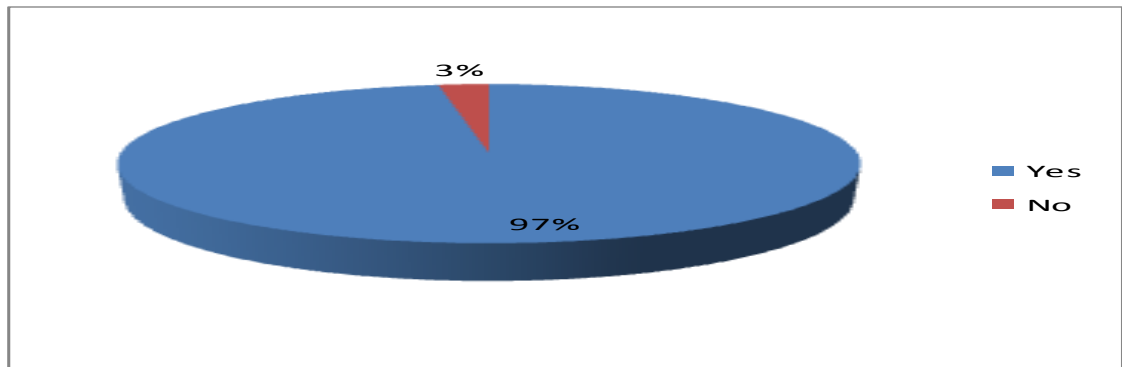
Table 3: The English language develops the route of Isinlivi, Chugchilan and Quilotoa.

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Yes | 39 | 97% |
| No | 1 | 3% |
| Total | 40 | 100% |

Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

Graphic 3: The English language develops the route of Isinlivi, Chugchilan and Quilotoa.



Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

Here it is possible to see 39 people who represent 97% answered YES while, only 1 person that means 3% said NO according to this question.

In this way it's possible to affirm that the English language as a universal and communicative language in the world will help to develop the community tourism in the touristic area of Isinlivi, Chugchilan and Quilotoa. Besides, it is necessary that people who live over here start learning English to improve their communication with foreign people who don't speak Spanish and give a better service in guiding.

4. Which is the best way to promote the tourism in these communities?

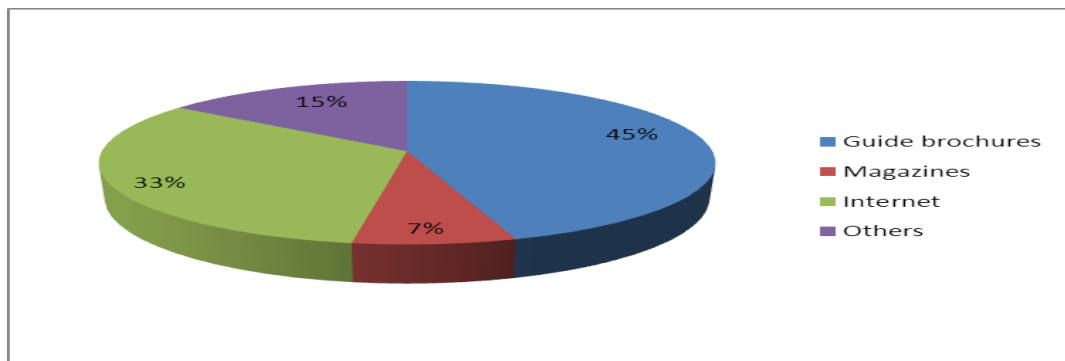
Table 4: The best way to promote the tourism

| Option | Frequency | Percentage |
|-----------------|-----------|-------------|
| Guide brochures | 18 | 45% |
| Magazines | 3 | 7% |
| Internet | 13 | 33% |
| Others | 6 | 15% |
| Total | 40 | 100% |

Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

Graphic 4: The best way to promote the tourism.



Source: Local people, foreign and local tourists and guides.

Elaborated by: The researcher

Here the results are presented in the following: 18 people who represent 45% chose Guide brochure, another group of 3 who show 7%, chose magazines, another group of 13 people who represents 33% chose Internet as another best option to promote tourism. In the other hand, 6 people chose the option: Others, it means 15% in this question.

With these results it is very easy to note that is necessary to create a touristic guide brochure in these touristic communities which allows to promote and spread the advantages of the community tourism in this magic place for these people to improve their economy and culture and also be known abroad. However, it must take into account that internet is also another good option that would allow the spreading of these areas.

5. In your point of view, can schools and local authorities promote and improve the tourism by means of the English language in this touristic place?

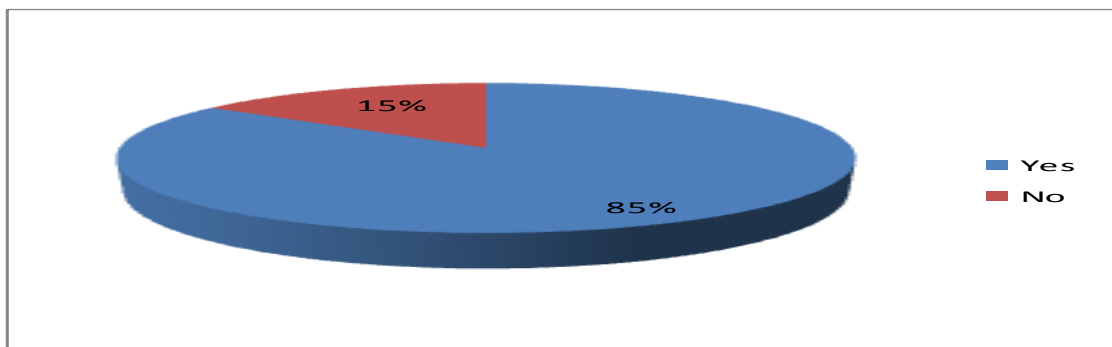
Table.5: Promote and improve the tourism

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Yes | 34 | 85% |
| No | 6 | 15% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 5: Promote and improve the tourism



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

In this new question it can see that 34 people that represent 85% answered YES, It is possible that schools and local authorities can promote and improve the community tourism by means of the English language meanwhile, 6 people that mean 15% said NO.

According to these answers it might say that all together, students in schools, high schools and universities should finally teach new English Programs with introduction to the tourism and local authorities should also support to the touristic development in this beautiful place encouraging their people to study firstly the English language and then begin to relate with the touristic environment.

6. Do you believe that this touristic attraction in this hiking area is?

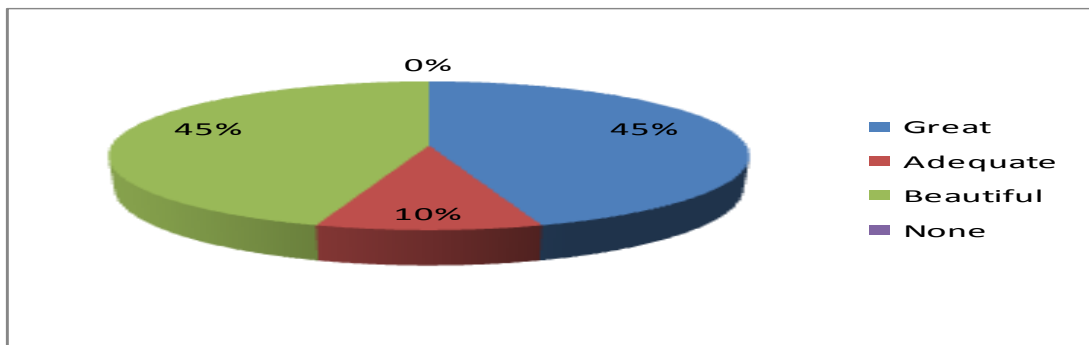
Table 6: The touristic attraction

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Great | 18 | 45% |
| Beautiful | 18 | 45% |
| Adequate | 4 | 10% |
| None | 0 | 00% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 6: The touristic attraction.



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

As for this question it possible to see that 18 people who are 45%, said that this area is great, there are other 18 people with 45%, who said this area is beautiful, then 4 people with 10%, said that this area is adequate to practice hiking in this touristic attraction.

Here it is so important to highlight that this place is considered as a great and beautiful touristic attraction for those national and international people who want to practice a long hiking for 3 or 4 days emphasizing obviously the beauty of these mountains and their canyons in spite of not to there be a complete and clear information about this site but even though, this doesn't lose its natural charm.

7. How are the touristic services for you in this area?

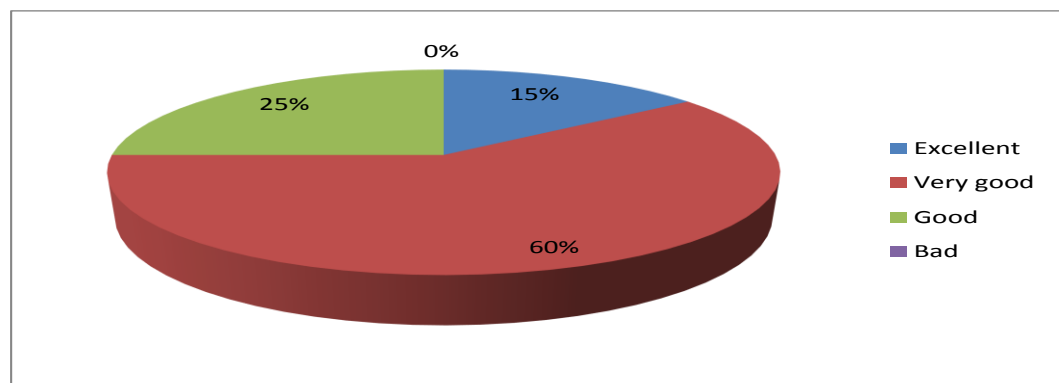
Table 7: Touristic services

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Excellent | 6 | 15% |
| Very good | 24 | 60% |
| Good | 10 | 25% |
| Bad | 0 | 00% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 7: Touristic services.



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

The results here in this question clearly show that 6 people who show 15% chose Excellent, 24 people who show 60% chose Very good and finally 10 persons who show 25% chose Good as options which denote the quality of the main touristic services within this area.

For this reason it can say that the main touristic services are good or not bad in this exotic landscape without forgetting that it is necessary to improve much better services such as road signs, prices of accommodation, meal, maps and transportation. So that, it is tried for reaching the degree of Excellent by means of a good information with a touristic guide brochure and improving the English language right here.

8. In which percentage do you think that people will improve their economic situation and culture through the English language in community tourism in this place?

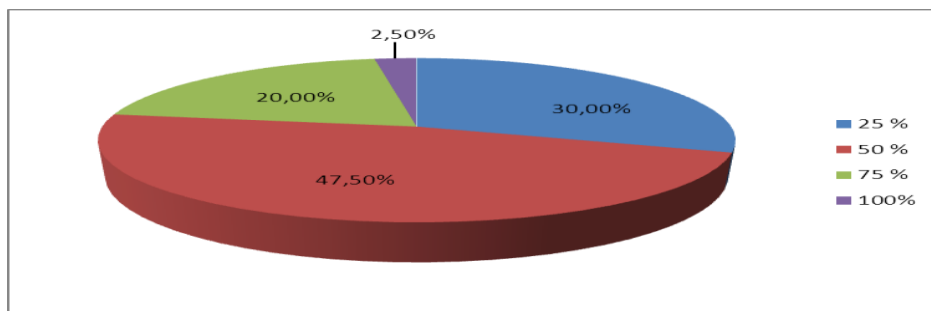
Table 8: Percentage through the English language

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| 25% | 12 | 30% |
| 50% | 19 | 47.5% |
| 75% | 8 | 20% |
| 100% | 1 | 2.5% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 8: Percentage through the English language.



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

According to these results, it is possible to deduce that 12 people who represent 30% selected the option 25% of improving the economy, 19 persons who represent 47,5% said to improve the economy in a 50%, while, 8 persons who represent 20% thought in improving in a 75% and, finally 1 person who represents 2,5% believed to improve in a 100%.

In this aspect it is very easy to realize that the economy situation and the culture can improve through the English language and the community tourism but the most important aspect is to reach at least 75% of improving in all sense related with the touristic activity offering better information and in addition, giving and showing good will as part of the great culture which has people who live in this amazing place.

9. Have you ever had problems doing any touristic activities in this area in terms of communicating with local people?

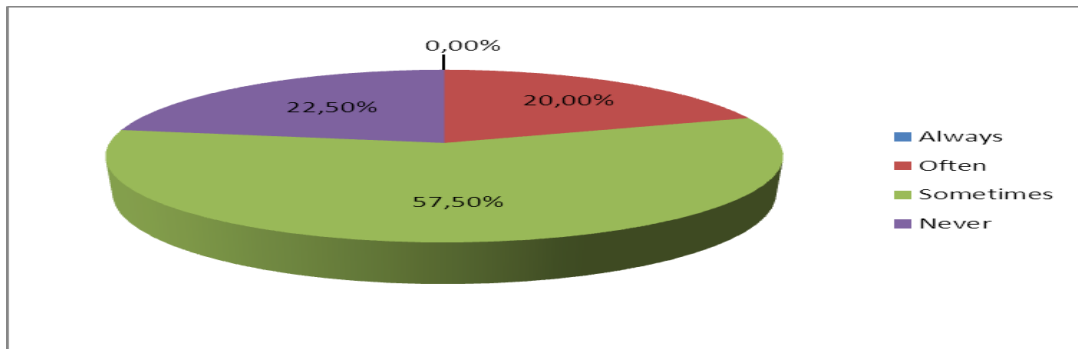
Table 9: Problems by communicating with local people

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Always | 0 | 00% |
| Often | 8 | 20% |
| Sometimes | 23 | 57.5% |
| Never | 9 | 22,5% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 9: Problems by communicating with local people.



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

In this case it can be seen that in Always there was 0% but there were 8 people who represent 20% said Often and 23 people that indicate 57,5% said Sometimes. They often and sometimes have problems trying to communicate here and only 9 people that represent 22, 5% said Never.

Taking into account these results it is clear to realize that foreign people often and sometimes have problems trying to communicate with people who live in this area for this reason it is very important to give this people special English educative programs and an English guide brochure related to tourism which could obviously improve the communication among local people and tourists and give right direction in this place.

10. How is the people's behavior with tourists in this zone when they talk to them?

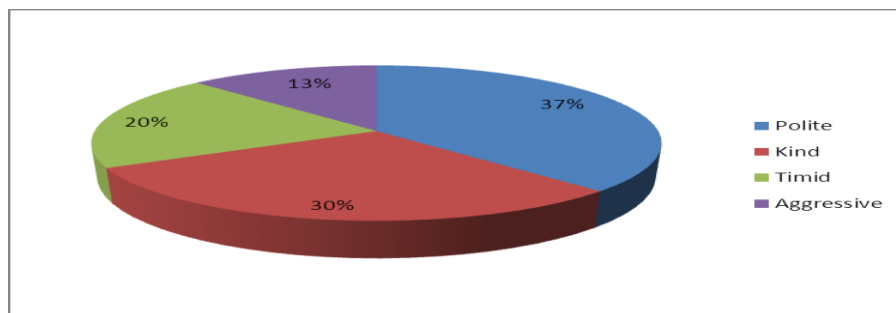
Table 10: People's behavior with tourists

| Option | Frequency | Percentage |
|--------------|-----------|-------------|
| Polite | 15 | 37% |
| Kind | 12 | 30% |
| Timid | 8 | 20% |
| Aggressive | 5 | 13% |
| Total | 40 | 100% |

Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

Graphic 10: People's behavior with tourists.



Source: Local people, foreign and own tourists and guides.

Elaborated by: The researcher

The following results in this question say: There were 15 people who mean 37% said that people in this area are Polite, 12 people that represent 30% said Kind, there were 8 people who represent 20% said Timid and finally there were 5 people who represent 13% said Aggressive.

With regard to these results it is very clear to identify that people's behavior in these communities is more polite, kind and a little timid when they deal with foreign people. Assuming that this people's behavior sometimes is a little aggressive due to tourists like to take them pictures which makes them angry; that's why it is necessary to educate this people making them to realize it is not possible to be so aggressive and timid but polite or kind is better to spread a good attitude for all visitors.

11.2. ANALYSIS OF INTERVIEWS

INTERVIEW ADDRESSED TO LOCAL AUTHORITIES AND GUIDES.

RESULTS: LOCAL AUTHORITIES' INTERVIEW

Table 1. An extract of local authorities' interview

| QUESTIONS | Authority N. 1 | Authority N. 2 | Authority N. 3 | Authority N. 4 | Authority N.5 |
|---|---|--|---|---|--|
| 1. Do you like to learn English in Ecuador? | Yes I do. Although it is very difficult. | No. Because it is really difficult. | Yes. Because it very important language. | Yes. But I'm not sure if I will learn it | No. Because there is not a good system to learn it |
| 2. Which area in Ecuador do you like best to visit? | Beaches. Amazon regions. Volcanoes. | Volcanoes, Mountains. Beaches, Big cities. | Beaches, Galapagos Islands. Mountains. | Cities in the coast, Mountains, Islands Valleys. | Mountains, Lakes, Beaches, Amazon region. |
| 3. What is your point of view about the tourism in the area of Isinlivi, Chugchilan and Quilotoa? | It is great and increasing very fast for having goods for local people. | It is very good for people who live in here; although this area has been forgotten. | This is a magnificent route to practice tourism. | It is an amazing place to develop our local tourism. | It is really good for all poor people to have new opportunities to survive. |
| 4. What is your opinion about the English language spoken by local guides and its inhabitants in this touristic place? | Local people here don't speak good English. They don't like. | To be honest, just a few people speak a little English to communicate with foreign tourists. | People don't know good English because there is not a good educational program to learn it. | Students perhaps speak a little bit English because they learn it in the High school. Old people don't. | There are not people who speak good English here. Foreign tourists speak a little Spanish. |
| 5. What about people's behavior in this area? | People here are very kind, shy and sometimes a little aggressive. | They are good people who work so hard and help tourists. | People in this area are really kind, educated and hard workers. | Most people over here love tourists and help them with kindness. | Local people are often timid and happy but they like tourists. |

| | | | | | |
|--|---|---|---|---|---|
| 6. How did you know about this touristic area? | I could see the presence of many tourists visiting this place and I realized that this is a great touristic area. | By means of touristic information on the website and some friends' chats. | I live here and know this zone and by seeing many tourists I realized that there is a fabulous touristic place. | I have worked here for about 7 years and I could know this place walking with local people | I researched the information in internet and some friends told me they got a great adventure. |
| 7. Can you describe if the access and transportation to arrive and visit this area are easy or difficult? | It is not very easy to go and back visiting this place because there is not a good transportation | It is a little difficult to get to this zone due to there is not a lot of access and signs. | There is a scant information to get here and lacks of signing, | There is only one bus that comes from Latacunga city to Isinliví and a little information. | The accesses are not very clear to go from one place to another and it is possible to lose. |
| 8. Do you consider that people who live here should learn English to have a better communication with foreign tourists who don't speak Spanish and promote this area? | Yes, they should learn the English language and adopt new strategies to promote this touristic area. | Yes, they should learn English to talk to foreign people and improve the services | Obviously they must learn English and it is good too that foreign people learn Spanish to share our culture. | They should learn English as a second language in special in this touristic site. | It important this people learn at least the basic English or key phases to communicate with international tourists. |
| 9. Do you believe that a touristic English guide brochure should be created to guide and promote the touristic activity in this zone? | Yes. It is necessary to create a local touristic brochure to promote this place and then display on the website. | Yes, I do. It is a good idea to promote this touristic place by means of creating a brochure or magazines that help to promote tourism. | It would be a great idea to have our own English brochure here and then promote this in internet. | It is urgent the creation of an local English brochure with reliable information to offer international tourists. | I do believe it is necessary the creation of an English brochure and then spread it over internet. |

| | | | | | |
|---|--|--|---|---|---|
| 10. What would you advice this people to improve the communication in English language in this touristic area and promote the community tourism? | They must study some key words and phrases by internet, books or Audio-visual programs and conserve this nice place. | To change some English programs in Schools and High schools and share with foreign tourists who speak English. | They should be interested in learning this language to communicate with foreign tourists and give better services related on the touristic field. | To care the natural resources existing here and to study at least the basic English to improve the communication with international tourists. | They must adopt this new culture because they live in a touristic zone and it is advisable for them to learn English. |
|---|--|--|---|---|---|

RESULTS: LOCAL GUIDES' INTERVIEWS

Table 2. An extract of local guides 'interviews

| QUESTIONS | Guide N. 1 | Guide N. 2 | Guide N. 3 | Guide N. 4 | Guide N. 5 |
|--|--|--|---|--|---|
| 1. Do you like to learn English in Ecuador? | It is an important language but I don't like English. I speak Spanish and Kichwa. | Yes, I do but it is a little difficult to understand and speak | I know it is very necessary to speak in English But I consider it is difficult. | Yes, I do. But it is urgent to change some English programs in educational institutions | Yes, I do. There are new programs to learn English by internet and do self-education. |
| 2. Which area in Ecuador do you like best to visit? | Amazon region, Beaches, mountains and cities. | Mountains lakes, volcanoes and beaches. | Hot valleys, mountains, beaches, volcanoes and big cities. | Beaches, mountains and Galapagos islands. | Tropical forests, volcanoes, mountains and islands. |
| 3. What is your point of view about the tourism in the area of Isinlivi, Chugchilan and Quilotoa? | It is an interesting place to live by means of tourism but it needs to be promoted better. | This is an amazing place to enjoy with families and friends but it is necessary to promote more every day. | It is a wonderful area with its mountains, canyons, rivers and lakes to spread the local tourism. | The tourism sector has increased here and people must care this zone and take good advantages. | This is one of the most beautiful area to hike and enjoy the touristic landscapes. |

| | | | | | |
|--|--|---|---|--|---|
| 4. What is your opinion about the English language spoken by local guides and its inhabitants in this touristic place? | There are not local guides who speak good English in this place. Spoken English here is terrible. | A few local guides and some students speak a little English to communicate with international tourists. | Local guides and people don't speak real English here due to there is not a good system to learn it. | Perhaps, the spoken English here is very bad due to they don't have a modern system to learn it in a better way. | It is necessary to learn English very well since people don't speak true English, just a few key words. |
| 5. What about people's behavior in this area? | Shy, polite, timid and sometimes aggressive. | Polite, kind, aggressive and curious. | Timid, shy, puzzled and a little afraid. | Kind, timid, curious, shy and sometimes aggressive. | Kind, curious, a little shy and sometimes glad. |
| 6. How did you know about this touristic area? | Internet, Local chats, Many tourists come here, a few articles in magazines. | I have worked and share with the community and know this place. | By means of maps, internet, articles in magazines, lonely planet. | I was born here then I walked a lot in this area. Internet and a few chats. | Some friends' conversations, a few articles on the website, Lonely planet. |
| 7. Can you describe if the access and transportation to arrive and visit this area are easy or difficult? | The access is a little difficult for not having good roads and transportations. | Now it is a little easy to visit this zone since the transportation is improving every day. | There are not good signals and roads to arrive here and enjoy this area. | It is possible to come here despite not having good signage. | The information, access and transportation are improving to promote this touristic place. |
| 8. Do you consider that people who live here should learn English to have a better communication with foreign tourists who don't speak Spanish and promote this area? | They should be interested in learning this nice language and promote local tourism to share good benefits. | It is very important that people here learn English and improves their knowledge about the English culture. | Yes, they should. This is the universal language to communicate with foreign tourists and Foreign people learn Spanish. | They must learn to speak English for them to get have better opportunities in the future with community tourism. | It is necessary people learn English to talk to international tourist and they speak a little Spanish. |

| | | | | | |
|---|--|---|---|---|--|
| 9. Do you believe that a touristic English guide book or a brochure should be created to guide and promote the touristic activity in this zone? | Yes. It is urgent to create a local English brochure. | Yes. I am agreed to this idea but it is good to spread it on internet. | It is a great idea to promote the community tourism. | I agree in creating this local English brochure. | It is a good idea to create it but it is important to promote on the websites. |
| 10. What would you advice this people to improve the communication in English language in this touristic area and promote the community tourism? | They should become aware about the necessity of learn this language and improve every day. | They must study very hard and if it is possible to share with foreign tourists. | To be aware that English language is very important nowadays to communicate around the world. | To look for new practical resources top learn English and give better touristic services. | To learn and improve the English language to take advantages of the community tourism. |

11.3. RESEARCH QUESTION DISCUSSION

In general, all the opinions and ideas expressed by interviewed people have been summarized here and the most relevant aspects as well as the positive and negative contributions that local authorities and guides told, were taking into account to take right decisions and give a practical solution to local people of this touristic zone. The causes were identified which clearly allowed realizing about the proposed problem in this research.

1. Do you like to learn English in Ecuador?

According to this question the interviewed people expressed that they love learning English in Ecuador, although to learn English is a little difficult for them due to they speak Spanish and

Kichwa but they try learning it. Taking into account the country is really touristic and has many different environments to offer foreign visitors, it is necessary to boost the interest of learning English.

Besides, this people said that in Ecuador is easy to travel from one site to another and enjoy beautiful and natural touristic areas which are not possible to find in others part of the world; but it is necessary to acquire new English programs in School and High school to learn it. In addition, they love to share and experience with foreign people and learn about their English culture and traditions.

2. Which area in Ecuador do you like best to visit?

In this case, most people said that it is difficult to choose only one area to visit in Ecuador but they decide visiting a lot the Jungle in the Amazon region, the Andean mountains in the Sierra region, the hot beaches in the coast region and those who have much money also decide to go to Galapagos Islands. But it is too necessary to take into account that some of them love visiting the historical and colonial cities.

As for this, most of them are interested in visiting or staying in jungle due to its warm weather and fascinating wild fauna and flora that always capture tourists' attention and in addition, they love hiking in Ecuadorian Andean mountains and volcanoes because of doing some of climbing and trekking in these huge mountains which have an altitude since 4000 until more than 6000 m.a.s.l; It is possible to highlight the two huge volcanoes such as Cotopaxi with 5897 m.a.s.l, and Chimborazo with 6310 m.a.s.l.

3. What is your point of view about the tourism in the area of Isinlivi, Chugchilan and Quilotoa?

Firstly the interviewed people said that several years ago this area was forgotten by locals governments and only the local people who live over there knew about this place, but nowadays it is amazing how many national and international tourists come to visit this area for almost four days walking in this route and some of them stay in some hostels serving as volunteers to work with native and local people.

Second; They expressed that this touristic area has a great touristic potential, so, it has a nice view of canyons, valleys and rivers following the route as far as Chugchilan parish seeing a pretty landscape with big mountains and finally continuing until Quilotoa where it is possible

to observe the magic lake of Quilotoa; for this reason it is so necessary to take advantages of it for local governments and people to improve the services in these areas and promote the community tourism.

4. What is your opinion about the English language spoken by local guides and its inhabitants in this touristic place?

On the one hand, most interviewed people expressed that in this touristic place there are not so many local people and guides who speak a good English, but there are only a few guides and person who practice a little basic English just to communicate with foreign people but to be honest, it is not enough to get a great chat with them, due to the lack of interest.

On the other hand foreign tourists have not seen many local and native guides who could speak well English and give them a real explanation about what they want. But, they have to learn a little bit Spanish to have a common conversation among them. The English language is not so good in this area what it is urgent to teach them special English key words for, which obviously help those people to have a good relation with tourists and taking into account that the tourism in this area has recently increased in the last 20 years.

5. What about people's behavior in this area?

With regard to this question, most interviewed people coincided with that local and native people in these communities are so friendly, kind, shy, and timid but they normally help tourists in most cases to guide and show the route but some of them also act a little aggressive asking for money or food in special when tourists want them to take a picture.

Above all, it might say that national and international visitors can walk and visit these beautiful places which are hidden in the western Andean mountains and enjoy about local people's culture, customs, hospitality and courtesy that they often offer tourists, depending on certain places where it's not possible to profit of all pleasures.

6. How did you know about this touristic area?

At first, most tourists said that they normally get to know by means of The Lonely Planet ,that is the most famous touristic net known around the world but, in this social net is only detailed about what Quilotoa lake is and a few paragraphs about this amazing place. Most of them have shared some chats and hearing about this area when arriving over here. That is why they decide to visit it.

As it is possible to see there is not complete information about this magnificent touristic place for this reason it is so urgent to create a touristic guide brochure and put it on the website to show this information about this area so, all tourists will be able to know and use it to guide by themselves.

7. Can you describe if the access and transportation to arrive and visit this area are easy or difficult?

According to this question most people said that it is not so easy to arrive to these communities because there are not a continuing transportation in these places and only in the last 7 years some people related to touristic business here put some signs to show and guide tourists with the route although, spite of all it is possible to get to here.

The main problem for all tourists and even for local people is that; there is just one bus each day which leaves from Latacunga city to Isinlivi and it must wait until following morning to come back at seven o'clock in the morning. In addition, it is possible to take private transportation but it is expensive. About this it would be necessary to ask transport companies for more buses schedules to be able to go and back in an easy way from these areas and improve the signs that mark the different routes that exist there.

8. Do you consider that people who live here should learn English to have a better communication with foreign tourists who don't speak Spanish and promote this area?

Here the fitting answer was "yes they should". Taking into account that most people in these areas are indigenous and mostly they just speak Kichwa and Spanish and for them is difficult to learn a little English so they are in contact with many foreign tourists. Although, there were some foreign people who said that it was not necessary and it would be better if foreign tourists learnt Spanish.

They have problem often speaking Spanish but they should try to learn English at least some key words or maybe some basic English phases to communicate to foreign people in special who those don't speak Spanish. This will help local people a lot so, this area is becoming very touristic and besides, this would help them to improve their cultural aspect and also their economy.

9. Do you believe that a touristic English guide book or a brochure should be created to guide and promote the touristic activity in this zone?

With regard to this aspect, all the interviewed people, the cent per cent agreed that it would be a great idea to do this so that, many national and international tourists often travel alone and it could help them to find the different places that they need to know without asking a lot to local people to avoid trouble.

As it was said before, there is not a proper guide book or brochure that show these areas which are tourists' great interest and for this reason, it must to start creating a touristic guide brochure in this zone that shows and give specific information about this area and later if it is possible to spread by Internet in English. So, it is known that it is the universal language in special for travelling.

10. What would you advice this people to improve the communication in English language in this touristic area and promote the community tourism?

In this last question the most common answers were that local people and guides should be interested by learning English and many special new English programs should be implanted in the several educative institutions existing here, and also to ask and receive some foreign people who come here as volunteers who speak English so, this area is very touristic and it would be worth to learn this language.

On the other hand, the community tourism would be more acceptable if this people had a better communication to improve different touristic services such as hostel, prices, guidance and some of security here to avoid problems with tourists and finally they could totally share the same opportunities that will improve their lives, culture and education.

After having analyzed all the opinions of the interviewed people it is possible to identify the true problem existing in this touristic place. That is why it is urgent to encourage and instruct people of this touristic area the learning of English language. In addition, they must logically be aware of caring and promoting the community tourism and that the two subjects: English and Community tourism are related to the people's social and cultural progress.

12. IMPACT

The current research had an educational and social impact since by means of development and performance of the English language and the relationship to the Community tourism at this touristic route of Isinliví, Chugchilan and Quilotoa is tried to improve the socio-cultural situation and the economy existing in this tourist corridor.

Educational Impact

The encouragement to learn the English language within these three communities which are in this touristic sector to achieve obviously a better social-cultural development; in special, within the educational institutions the same that need to update their current English Teaching- learning process by means of using new practical resources and improving the communication with international visitors who speak English.

Social Impact

Through the use of English they can develop not only within their local environment, but also outside it, and also be aware of caring, conserving and respecting for human being and the environment. In addition, by means of the impulse of the sustainable and community tourism in this zone to improve the social-economic situation for the local people and the environment preservation for our future generation.

13 CONCLUSIONS AND RECOMMENDATIONS

13.1 CONCLUSIONS

- As it sees and understands it, the English language is very important to communicate with foreign people who don't speak Spanish and in this touristic place, local people don't speak English due to most of its inhabitants are indigenous and mixed people and most of them speak their native language like Kichwa and Spanish and also they don't have a good English Teaching – Learning process in their educative institutions to improve the use of the English language.
- It is probably that people in Ecuador do not understand yet so well how English language and community tourism are related. However, it is very clear to see how people in these communities at Isinlivi, Chugchilan and Quilotoa often share the great benefits that tourism gives them by means of business such as hostels, crafts, local guidance, rent of horses or mules, kayaking, trekking and hiking, cultural events and so on. In this way it's possible to admire the progress that touristic activity brings along for developing these communities and their people.
- There are not so much and true information about this touristic route and many tourists often get lost walking in this site, taking into account that in some places in this site there aren't reliable signs, map, books or magazines to show the route to the next point in visiting. So, for this reason it is so urgent to start creating a local English touristic brochure.

13.2 RECOMMENDATIONS

- It would be able to look for better educative English system by means of Internet and some volunteers who often come to give some services such as: community help, health services and many of them generally offer their services as English teachers. Finally, it must look for an agreement among the Educative Ministry and the schools which exist in this area to carry out a good project that improve the English language system related to the touristic activity.

- It can undoubtedly say that a better way to share all the benefits that the English language and tourism give in this place beyond seeing it as a simple economic activity, is to have a good concordance among all those people who are intimately related to the touristic activity and want to learn English to experience the benefits that the combination of these two social factors give to improve the social and cultural environment.

- It's vital to create and have local documents such as: historical books, English touristic brochures, maps, magazines which have formal information to describe the most fascinated and fabulous sites existing over here such as: canyons, rivers, mountains, flora and fauna, the people's culture and other interesting details that there are in these communities. For this project, all people and students are invited to read this proposal and share with us their suggestion and new ideas to improve this current research.

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Annex 1

COTOPAXI TECHNICAL UNIVERSITY

FACULTY OF HUMAN SCIENCES AND EDUCATION
SCIENCES OF THE EDUCATION CAREER, MENTION: ENGLISH MAJOR

SURVEY ADDRESSED TO LOCAL PEOPLE, TOURISTS AND GUIDES

OBJECTIVE: To collect information about the influence of the English language and the community tourism in the touristic area of Isinlivi, Chugchilan and Quilotoa.

INSTRUCTION: Read the questions carefully and thick (✓) the best answer you consider.

1. Do you consider that the English language is able to develop the social-cultural aspect of a country or a specific area?

Yes ☐ no ☐

why?.....
.....

2. What is your favorite place to enjoy best in Ecuador?

| | | | |
|-----------|--------------------------|--------|--------------------------|
| Mountains | <input type="checkbox"/> | Jungle | <input type="checkbox"/> |
| Beaches | <input type="checkbox"/> | Cities | <input type="checkbox"/> |

3. Do you think that the English language will help to develop the tourism in an area as Isinlivi, Chugchilan and Quilotoa is?

Yes. ☐ No ☐

Why?.....
.....

4. Which is the best way to promote the tourism in these communities?

| | | | |
|-------------|--------------------------|----------|--------------------------|
| Guide books | <input type="checkbox"/> | Internet | <input type="checkbox"/> |
| Magazines | <input type="checkbox"/> | Others | <input type="checkbox"/> |

5. In your point of view, can schools and local authorities promote and improve the tourism by means of the English language in this touristic place?

Yes. ☐ No ☐

If yes.

How?.....
.....

6. Do you believe that this touristic attraction in this hiking area is?

| | | | |
|----------|--------------------------|-----------|--------------------------|
| Great | <input type="checkbox"/> | Beautiful | <input type="checkbox"/> |
| Adequate | <input type="checkbox"/> | None | <input type="checkbox"/> |

7. How are the touristic services for you in this area?

| | | | |
|-----------|--------------------------|-----------|--------------------------|
| Excellent | <input type="checkbox"/> | Very good | <input type="checkbox"/> |
| Good | <input type="checkbox"/> | Bad | <input type="checkbox"/> |

8. In which percentage do you think that people will improve their economic situation and culture through the English language and community tourism in this place?

| | | | |
|------|--------------------------|-------|--------------------------|
| 25 % | <input type="checkbox"/> | 75 % | <input type="checkbox"/> |
| 50 % | <input type="checkbox"/> | 100 % | <input type="checkbox"/> |

9. How often have you had problems doing touristic activities in this area in terms of communicating with local people?

| | | | |
|-----------|--------------------------|-------|--------------------------|
| Always | <input type="checkbox"/> | Often | <input type="checkbox"/> |
| Sometimes | <input type="checkbox"/> | Never | <input type="checkbox"/> |

10. How is the people's behavior with tourists in this zone?

| | | | |
|--------|--------------------------|------------|--------------------------|
| Polite | <input type="checkbox"/> | Timid | <input type="checkbox"/> |
| Kind | <input type="checkbox"/> | Aggressive | <input type="checkbox"/> |

COTOPAXI TECHNICAL UNIVERSITY
FACULTY OF HUMAN SCIENCES AND EDUCATION
SCIENCES OF THE EDUCATION CAREER, MENTION: ENGLISH MAJOR

INTERVIEW ADDRESSED TO LOCAL AUTHORITIES AND GUIDES.

OBJECTIVE: To collect information about the influence of the English language and the community tourism at the touristic route of Isinlivi, Chugchilan and Quilotoa.

INSTRUCTION: Read the questions carefully and give your best answer you consider.

1.- Do you like to learn English in Ecuador?

Why?-----

2.- Which area in Ecuador do you like best to visit?

3.-What is your point of view of tourism in the area of Isinlivi, Chugchilan and Quilotoa?

4.-What is your opinion about the English language spoken by local guides and Inhabitants in this touristic place?

5.-What about people's behavior during your trips in this area?

6.- How Did you know about this touristic area?

7.- Can you describe if the access and transportation to arrive and visit this area are easy or difficult?

8.- Do you consider that people who live here should learn English to have a better Communication with foreign tourists who don't speak Spanish and promote this area?

9.- Do you believe that a touristic English guide brochure should exist to guide and promote the touristic activity in this zone?

10.- What would you advice to improve the communication in English language in this touristic area and promote the community tourism?

Annex 2

UNIVERSIDAD TECNICA DE COTOPAXI

FACULTAD DE CIENCIAS HUMANAS Y EDUCACIÓN
CARRERA DE CIENCIAS DE LA EDUCACIÓN, MENSION INGLÉS

ENCUESTA DIRIGIDA A PERSONAS LOCALES, TURISTAS Y GUIAS

OBJETIVO: Recolectar información acerca de la influencia del idioma Inglés y el turismo comunitario en el área turística de Isinliví, Chugchilán y Quilitoa.

INSTRUCCIÓN: Lea las preguntas con cuidado y marque (✓) la mejor respuesta que usted considere.

1.- Considera usted que el idioma Inglés y el turismo comunitario puede desarrollar un país o un área específica?

Si ☐ no ☐

Por qué?-----

2.- Cual es su lugar favorito para disfrutar mejor en Ecuador?

Montañas ☐ Selva ☐

Playas ☐ Ciudades ☐

3.- Piensa usted que el idioma Inglés ayudará a desarrollar el turismo en un área como Isinliví, Chugchilán y Quilitoa?

Si ☐ no ☐

Por qué? -----

4.- Cual es la mejor forma para promover el turismo en estas comunidades?

Libros guías ☐ Internet ☐

Revistas ☐ Otros ☐

5.- En su punto de vista, pueden las escuelas y las autoridades locales promocionar y mejorar el turismo por medio del idioma Inglés en este lugar turístico?

Sí ☐ No ☐

Si es si

Cómo? -----

6.- Cree usted que esta atracción turística en esta área de andinismo es?

Grandiosa

☐

Hermosa

☐

Adecuada

☐

Ninguna

☐

7.- Como son los servicios turísticos para usted en esta área?

Excelentes

☐

Muy buenos

☐

Buenos

☐

Malos

☐

8.- En qué porcentaje cree usted que la gente mejorará su situación económica y su cultura a través del idioma Inglés y el turismo comunitario en esta área?

25 %

☐

75 %

☐

50 %

☐

100 %

☐

9.- Con qué frecuencia ha tenido problemas haciendo actividades turísticas en esta área en lo que respecta a comunicarse con la gente local?

Siempre

☐

A menudo

☐

A veces

☐

Nunca

☐

10.- Como es la actitud de la gente con los turistas en esta zona?

Educada

☐

Tímida

☐

Amable

☐

Agresiva

☐

UNIVERSIDAD TECNICA DE COTOPAXI

FACULTAD DE CIENCIAS HUMANAS Y EDUCACIÓN
CARRERA DE CIENCIAS DE LA EDUCACIÓN, MENSION INGLÉS

ENTREVISTA DIRIGIDA A AUTORIDADES Y GUIAS LOCALES

OBJETIVO: Recolectar información acerca de la influencia del idioma Inglés y el turismo comunitario en el área turística de Isinliví, Chugchilán y Quilitoa.

INSTRUCCIÓN: Lea las preguntas con cuidado y de la mejor respuesta que usted considere.

1.- Le gusta a usted aprender Inglés en Ecuador?

Por qué? -----

2.- Qué área en el Ecuador le gusta más para visitarla?

3.- Cual es su punto de vista del turismo en el área de Isinliví, Chugchilán y Quilitoa?

4.- Cual es su opinión acerca del idioma Inglés hablado por los guías locales y sus habitantes en este lugar turístico?

5.- Que puede decir de la actitud de las personas durante sus viajes en esta área?

6.- Como se enteró Usted acerca de esta área turística?

7.- Puede describir si el acceso y transporte para llegar y visitar esta área es fácil o difícil?

8.- Considera usted que la gente que vive aquí debería aprender Inglés para tener una mejor comunicación con turistas extranjeros que no hablan Español y promocionar esta área?

9.- Cree usted que debería existir un folleto guía turístico en Inglés para guiar y promover la actividad turística en esta zona?

10.- Que aconsejaría usted para mejorar la comunicación en el idioma Inglés en esta área turística y promover el turismo comunitario?

Annex 3

Great canyon of Toachi river



Guingopana stone



Isinliví Parish



Interviewing foreign tourists



Interviewing foreign tourists



Hiking with international tourists



Chugchilan parish



Walking up to Quilotoa



Quilotoa community



Quilotoa lake (Turquoise water)



Quilotoa lake (Blue water)



Quilotoa lake (Green water)



CURRICULUM VITAE



1.- PERSONAL DATA

PROJECT COORDINATOR'S INFORMATION:

FULL-NAMES: Olga Lorena Gonzalez Ortiz.
I.D NUMBER: 1002377271
MARITAL STATUS: Divorced
ADDRESS: Latacunga - Cotopaxi - Ecuador
PHONE NUMBER: 0987698514
E-MAIL ADDRESS: olga.gonzalez@utc.edu.ec
DATE OF BIRTH: July 22nd 1979
GENDER: Female

2.- ESTUDIOS REALIZADOS

NIVEL PRIMARIO : Escuela Fiscal de Niñas "María Angélica Hidrobo"
NIVEL SECUNDARIO: Colegio Nacional de Señoritas "Ibarra"
NIVEL SUPERIOR : Universidad Técnica de Cotopaxi
Universidad Estatal de Bolívar
Universidad de Oriente (Cuba)

3.- TITULO

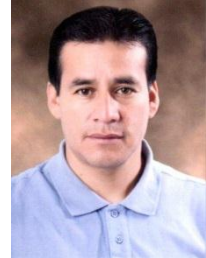
PREGRADO: Profesora de Segunda Enseñanza
Licenciada en Ciencias de la Educación
Especialidad Inglés

TITULO/GRADO DE POSGRADO:

Diploma Superior en Gestión y Planificación Educativa
Magister en Gerencia Educativa
Doctora en Ciencias Pedagógicas

CURRICULUM VITAE

POSTULANT PERSONAL INFORMATION



FIRST NAMES / SURNAMES: Enríquez Moya Marcial Augusto
CONTRY: Ecuador
PROVINCE: Cotopaxi
TOWN: Pujilí
ADDRESS: Mons. Ruiz Návas neighborhood - Pujilí
I.D NUMBER: 0502035512
MARITAL STATUS: Married
CELLPHONE: 0995639632
E-MAIL: m.enriquez0273@yahoo.es
DATE OF BIRTH: August – 2nd- 1973
GENDER: Male

APPLIED STUDIES

| INSTITUTION | TITLES OBTAINED |
|---|--|
| School: Delia Ibarra de Velasco | |
| High school: Music Conservatory of Pujilí (Conservatorio de Música de Pujilí) | Bachelor of Arts. Speciality: Music. |
| Tourism Ministry and Environmental Ministry | Tour Guide. License of Naturalist Guide III |